



LAB INNOVA is an international training program aimed at the private sector, with a focus on agribusiness, in particular agro-industrial transformation.

In 2023 ITA Agency launches the first edition of Lab Innova South-East Europe, in Bulgaria.

Through the educational program, SMEs will increase their technical and managerial skills, will develop access to EU markets and grow business partnerships with Italian companies.



LAB INNOVA BULGARIA WILL BE IMPLEMENTED IN THREE PHASES:



Selection of 15-20 SMEs



Training course in Plovdiv



Study Tour in Italy

TRAINING PROGRAM:

- **30 MAY 2023**
Marketing and international scenarios
- **31 MAY 2023**
Tools and requirements to access the market
- **1 JUNE 2023**
Innovation and partnerships as strategic leverage



Language: English
Free of charge
Target and Participants:
15-20 SMEs
Plus: researchers,
experts, trade association
representatives, etc...

Reserved for LabInnova participants in Plovdiv



ITA faculty experts with international experience and seniority



Complimentary translation service from English to Bulgarian



Complimentary coffee breaks and light lunches

STUDY TOUR IN ITALY:

- 5 days
22-27 October 2023
- Max of 10 companies with the greatest potential for international development
- Visit to trade fair “ CIBUS TEC” in Parma
24/27 October 2023 and relevant industrial districts

Reserved for LabInnova Study Tour participants



On site training
by ITA Faculty
Experts with
seniority and
international
experience



Complimentary
setting up of
B2B meetings
and on-site
training



ITA will take
charge of
hospitality
(hotel half/
full board) and
transfers





TRAINING DEPARTMENT

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